

## ACTION GUIDE: Pitching Yourself

### EXERCISE 1: Identifying what your target career needs

Take a moment to identify what your target industry needs to do to create and serve the customers who keep them in business, or to take advantage of new opportunities or combat the challenges facing them. Be specific!

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#### The three types of job skills:

- **Adaptive:** Personality traits such as detail-oriented and enthusiastic.
- **Transferable:** Skills used in a wide variety of jobs, such as managing people or budgets, writing, negotiating, public speaking.
- **Job-specific:** Skills needed to perform a particular job, such as cooking for a chef, flying a plane for a pilot, or building for a carpenter.



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## EXERCISE 2: Identify what you have to offer your target career

Using the three types of job skills as your guide, take a moment to identify what you have to offer that helps companies in your target career do what they need to do to create and serve the customers who keep them in business, take advantage of new opportunities or combat challenges facing the industry.

### ADAPTIVE JOB SKILLS:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



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## TRANSFERABLE JOB SKILLS:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

## JOB-SPECIFIC SKILLS:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



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## EXERCISE 3: Minding the gaps

Take a moment to identify any gaps between what your target industry needs and what you have to offer and brainstorm strategies for filling them:

### GAPS

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### STRATEGIES

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## EXERCISE 4: Crafting your elevator pitch

What is an ‘elevator pitch’? (It’s also referred to as an ‘elevator story or ‘elevator speech’.) It is a 30-second story that tells people who you are and what you do (30-seconds being the approximate amount of time you have to impress a hot prospect while riding in an elevator, hence the name). The goal of an elevator pitch is to provoke interest so that your target (potential client, hiring company, prospect, etc.) will keep talking to you. For a career reinvention elevator pitch, you must craft a story for where you want to go (your new career) rather than where you’ve been!

An elevator pitch is usually one to three sentences. It always contains the following four elements:

1. What you do: A quick summary of yourself as a candidate
2. Who you do it for: The types of firms or individuals that would find your services helpful; your target
3. What value you bring: The benefit a potential firm would experience by hiring you
4. How you want to be perceived by the target: The qualities you want to be known for.

Any elevator pitch you craft must be able to pass what’s called the “So what?” test. This means that your story must be interesting, compelling and useful enough that your target prospect cannot say ‘so what?’ in response to your pitch.

Here’s an example of an elevator pitch for a consultant:

*I provide sophisticated business analysis to fast-growing technology companies in that helps them increase revenues by 50% (other results could be decrease their technology spending by 20%, or launch new product lines in half the time, or identify lucrative overseas markets, etc.).*



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Take a moment to brainstorm the components of your elevator pitch to your target market:

What I do? \_\_\_\_\_

Who do I do this for? \_\_\_\_\_

What value do I bring? \_\_\_\_\_

How do I want to be perceived? \_\_\_\_\_

**Reinvention Action Step:** *Craft your own career reinvention elevator pitch*

My Career Reinvention Elevator Pitch:

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